



INTERNATIONAL REAL ESTATE SOCIETY STRATEGIC PLAN, 2019-2023

The Mission of the International Real Estate Society is to be a society that facilitates the communication of, and collaboration in, real estate research and education at a global level and to recognize outstanding service and leadership of its members. We will achieve this by communicating regularly with all sister societies about global activities, hosting and updating the IRES website, supporting emerging societies, fostering global outreach, co-supporting one real estate society meeting each year at which IRES awards will be presented, and providing guidance on best practice approaches for hosting conferences and related functions.

The goals and strategies of IRES to achieve its Mission over the next five years are:

Goal 1: Support emerging sister societies.

Strategies:

- A. Provide travel funding to expose future leaders from emerging societies to other sister society meetings and to allow them to participate in IRES board meetings.*
- B. Rotate the location of the annual IRES board meeting across all of the sister society annual conferences on a regular basis.*
- C. Encourage IRES board members and other sister society members to attend emerging society annual conferences.*
- D. Help with identification and access to educational materials, program design, and experts for programs in developing countries within the societies.*

Goal 2: Increase the profile of international real estate education.

Strategies:

- A. Develop and maintain links on the IRES website for listings of real estate education programs throughout the world.*
- B. Work with the sister societies and professional associations to provide links to global real estate career materials on the IRES website.*
- C. Publicize the annual achievement, service, and corporate awards.*

Goal 3: Maintain and improve outreach to members.

Strategies:

- A. Maintain the IRES website as an up-to-date source of information on IRES, and its history, officers, activities, and sister societies.*
- B. Actively solicit postings of sister society meeting announcements on the IRES webpage.*
- C. Promote and provide links to young leaders' organizations of the sister societies.*
- D. Facilitate communication among sister societies' executive directors with respect to best practices.*
- E. Communicate issues with the IRES board electronically, on an ongoing basis.*

Goal 4: Build relationships with industry and sister societies.

Strategies:

- A. Find ways for industrial representatives to participate more in IRES activities, such as in IRES-sponsored panel discussions.*
- B. Seek industry sponsorship for IRES activities, such as support for panelists or speakers.*
- C. Encourage international participation in sister society conferences, industry focused activities, and education focused events.*

Goal 5: Advance accountability, responsibility, and succession planning.

Strategies:

- A. Focus on implementation of the strategic plan with a report on progress made annually to membership after the IRES Board meeting.*
- B. Annually review the constitution, ensure operations are in compliance, and if amendments are needed, ensure these are communicated in advance of the board meeting to allow voting as listed in the constitution.*
- C. Review dues structure, including special arrangements with each sister society, with the aim of greater standardization.*
- D. Reach out to young leaders as board positions become available and encourage sister societies to nominate young leaders as representatives.*